

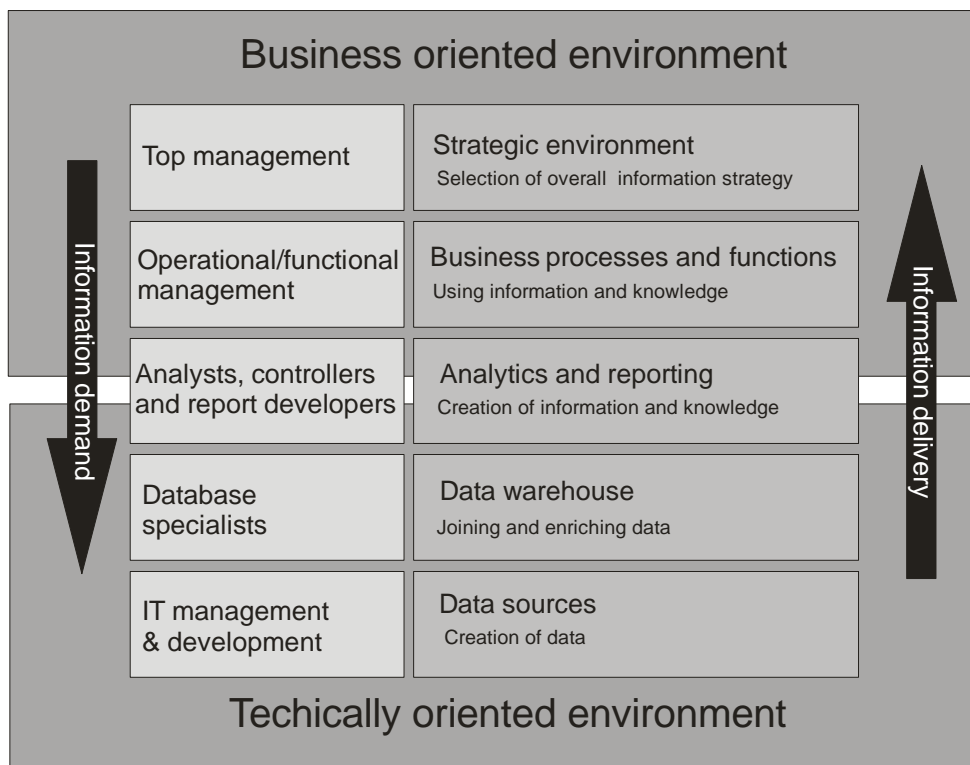
**US summary/presentation of the book: Business Intelligence (from strategy to data sources)**

Authors: Jesper Thorlund and Gert Laursen – Site: [www.bi-support.net](http://www.bi-support.net) - Contact: [info@bi-support.net](mailto:info@bi-support.net)  
Published March 2008 by: Børsens Forlag (Denmark) – Site: [www.borsensforlag.dk](http://www.borsensforlag.dk)

**About the book: Business Intelligence (subtitle: from strategy to data sources)**

Business Intelligence (BI) is to ensure, that the right people, at the right time, have the right data, information and knowledge at their disposal. Thus the executive management can be sure, that decision making within the organization/company will be rational and strategic-, operational- and market conditions will be taken into consideration.

In the book “Business Intelligence – from strategy to data sources” Jesper Thorlund and Gert Laursen describe how businesses can improve decisions, operational processes and competitive advantages via relevant and fact based knowledge. Gert Laursen and Jesper Thorlund take a concrete approach and illustrate via a Business Intelligence model, how the organization can acquire a common frame of reference for means and objectives.



The BI model points to Business Intelligence as an interaction between business strategy, IT technology, business processes, a wide range of human resources, organizational matters and co-operation across the organization.

“Business Intelligence – from strategy to data sources” is structured in a way, it can be read as a coherent introduction to Business Intelligence, and at the chapter level function as a reference book.

The book is written for people creating information systems; say project managers, analysts, developers, consultants, strategists or CxO’s. In the age of information and analytics, it is also relevant to everybody working operational with these information systems in sale, marketing, finance, management, production and HR, to understand their role in connection with the overall business strategy

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## Reviews

“This book is unique because it gives a general view of Business Intelligence from a business – and practical point of view. This is certainly most needed, and I believe and hope that the book will contribute to a greater awareness for “not IT people” about what Business Intelligence is, and especially how it can be put to use to create competitive advantages”.

Michael Borges

CEO, Platon A/S

Copenhagen 20. February 2008

Platon A/S is the leading Business Intelligence and Data Warehouse Consulting Company in Scandinavia.

Site: [www.platon.net](http://www.platon.net)

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Lectures: [ArtPeople](#)



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